

said facilitator company having management personnel and patient advocate personnel for prospective patients, said facilitator company also having communications facilities for communication with patients, doctors and suppliers of medical drugs and devices, said facilities including a telephone system, a computer system with access to the internet and a website on the internet, said facilitator company utilizing said personnel and said communication facilities to establish and operate a healthcare pathway available to the public,

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A / said facilitator company performing the steps of:

(a) advertising the services of the facilitator company via at least one media selected from print, broadcast and internet media,

(b) contracting with plural medical doctors who specialize in treating a specific medical condition whereby said doctors become contributors to the healthcare pathway of the facilitator company, and agree to accept at least one appointment with a specified prospective patient, said appointment being made and coordinated by a patient advocate from the facilitator company, and to pay a fee to the facilitator company for using the healthcare pathway,

(c) contracting with plural suppliers of medical drugs and medical devices whereby said suppliers become contributors to the healthcare pathway and agree to make their products available to doctors who are contributors to said pathway, report the name of each doctor who has used its products, and to pay a fee to the facilitator company for using the healthcare pathway,

(d) having a patient advocate answer telephone calls from prospective patients and furnish services at no charge, as follows: provide education on the specific medical condition, provide a choice of doctors that specialize in the specific medical condition and make an appointment with a chosen doctor,

(e) determining from the chosen doctor's office whether a future appointment has been made by the prospective patient,

(f) determining the wellness condition of the patient after step (e) from the patient and recording it in the records of the facilitator company, whereby the patient is guided through the healthcare pathway and receives treatment by a doctor specializing in the patient's specific condition, said doctor having available different choices of medicines and other therapies from different suppliers for treatment of the patient whereby the doctors and suppliers can be more efficient with increased numbers of patients and whereby the facilitator company can be financially self-sustaining.

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**3. (New)** A method of doing business comprising the steps of:

(a) establishing a facilitator company for promoting health awareness, education and access to a health care system, said facilitator company having management personnel and patient advocate personnel for prospective patients, said facilitator company also having communications facilities for communication with patients, doctors and suppliers of medical drugs and devices, said facilities

including a telephone system, a computer system with access to the internet and a website on the internet, said facilitator company utilizing said personnel and said communication facilities to establish and operate a healthcare pathway available to the public,

(b) selecting a specific medical condition to be treated in the healthcare pathway and identification of a general class of patients to be targeted,

(c) establishing an advisory council for the selected condition, said council comprising one or more persons who are qualified regarding the treatment of patients for the selected medical condition and regarding the medical drugs and devices available for such treatment and regarding the ethics of medical practice,

(d) presenting the facilitator's plan for the healthcare pathway to prospective contributors, including doctors and suppliers of medical drugs and devices and to prospective participants in affinity grant funding,

(e) creating prospective patient awareness through advertising to reach prospective patients having the specific medical condition,

(f) utilizing the communication system of the facilitator company to educate prospective patients who call the facilitator company for information about their specific medical condition,

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(g) having a patient advocate answer telephone calls from prospective patients and provide educational information about the specific medical condition,

(h) having the patient advocate make doctor appointments, provide reminders to the prospective patient of appointments and follow-up with the doctor's office regarding completion of the appointment,

(i) supplying information obtained in steps (f), (g) and (h) to an appointment generating system and database,

(j) performing usage tracking of medical drugs and devices and tracking of doctor's services based on information obtained from doctors and suppliers, and

(k) preparing reports to contributors regarding the usage tracking of step (j) and regarding the appointments generating system and database of step (i).

**4. (New)** A method of doing business as defined in Claim 3 wherein:

said prospective contributors include health insurance companies, health systems, pharmacies and government agencies.

**5. (New)** A method of doing business as defined in Claims 1, 2 or 3 including the steps of:

forming a cooperative relationship with at least one association whereby the facilitator company agrees to pay an

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affinity grant funding to said association in an amount based upon the number of inquiries addressed to the facilitator company by prospective patients who learned of the facilitator company through said association.

**6. (New)** A method of doing business as defined in Claim 5 wherein said association is a not-for-profit association.

**7. (New)** A method of doing business as defined in Claim 5 including the step of:

paying said affinity grant funding to the said association out of the proceeds of said cooperative funding.

**8. (New)** A method of doing business as defined in Claim 5 wherein said computer system includes affinity grant computer software and said method includes the step of tracking inquiries by prospective patients by using said affinity grant computer software for relating the amount of the grant to the number of inquiries.

**9. (New)** A method of doing business as defined in Claims 1 and 2 including the step of:

having the patient advocate receive inquiries from prospective patients seeking information regarding the specific medical condition, answer questions of the prospective patients and assist them in reaching a decision on whether to enter the healthcare pathway, and encourage the caller to call back with further questions, provide the prospective patient with a choice of doctors that specialize in the specific medical condition,

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